

REMARKS

In the Office Action mailed April 22, 2009, the Examiner imposed a restriction requirement as follows:

I. (claims 1-7, 9-17, and 53) drawn to a program recommendation system that generates recommendations for a likely subset of users based upon particular time segment within a day, classified in class 725, subclass 46; and

II. (claims 18, 32, and 33) drawn to a program recommendation system that groups users into clusters based upon viewing similarity and generates recommendations based upon the preferences of a given cluster, classified in class 725, subclass 35.

Applicants hereby elect the claims associated with I. (claims 1-7, 9-17, and 53) without traverse for prosecution at this time. Claims 18, 32, and 33 are withdrawn from consideration, without prejudice to the possibility of reinstatement during the prosecution of the subject application, and without prejudice to the filing of subsequent continuation or divisional applications.

Accordingly, Applicants respectfully submit that the pending claims are now in condition for allowance. If there are any remaining matters that may be handled by telephone conference, the Examiner is kindly invited to contact the undersigned attorney at the telephone number listed below.

Respectfully Submitted,

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Representative for Applicant

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Dated: August 24, 2009

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